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The Future of the College Art Association

by JOHN PICKARD

(President's address at the Eighth Annual Meeting, New York,
May 12, 1919.)

FOR the fifth time I have the pleasure of appearing before you to deliver the annual address of the President.

The meetings of this association over which I have had the honor to preside were held in 1915 in the Albright Art Gallery, in Buffalo; in 1916 at the University of Pennsylvania in Philadelphia; in 1917 in connection with the University of Cincinnati and the Museums Association, in Cincinnati; in 1918 in the Metropolitan Museum, New York. In 1919 we return to the Metropolitan in order that we may offer to our members the advantages afforded by the American Federation of Arts, which will convene in the Museum in the days immediately following our own meeting.

During these years our membership roll has greatly lengthened until it now contains some 220 names. The attendance upon our annual sessions in spite of war conditions has constantly and steadily increased. The papers and discussions have been of ever greater interest and importance.

For the Buffalo meeting, owing to the bankrupt state of our treasury, we could only send out a mimeographed summary of the proceedings. For the Philadelphia meeting we printed a 32-page bulletin (No. 2 of our series) containing a brief resumé of some of the papers presented with a statement of the periodicals in which the other papers might be found printed in full. Bulletin No. 3 contains a complete report of the Cincinnati meeting with all the papers then presented. Bulletin No. 4, the largest and best of the series, contains all the papers and a full account of the New York meeting of last year.

Through all these years much valuable committee work has been done. It will not be invidious to mention three committees. One committee with Professor Pope as chairman has ready for publication a very important bibliography of books for the College Art Library. Another committee with Professor Robinson as chairman is making from year to year valuable suggestions concerning "Reproductions for the College Museum and Art Gallery." Conditions pertaining to war have seriously impeded the work of Professor Smith's Committee on "Investigation of Art Education in American Colleges and Universities." Still, the foundation of the work has been laid, and arrangements have been completed whereby the investigations of this committee will receive the strong support of the National Bureau of Education.

As the years have passed, our vision has grown clearer and our sympathies broader. We have learned that we must coördinate the art work in colleges and universities with the educational work in our museums and art galleries. We have discovered that this association is vitally interested in the art work of high schools, grammar schools, grade schools, primary schools, and kindergartens. We have found that every movement for civic art should receive our earnest support. We have become convinced that we, as members of the College Art Association of America, are vitally concerned with art as it appears or fails to appear in all the avenues of national, state, and civic life; we have come more thoroughly to know that for every citizen of the Great Republic art is not a luxury but a necessity. More and more clearly do we perceive that the neglect of art in our system of education from the kindergarten to the graduate school is a criminal neglect.

By this last I mean not only that every child should, as a matter of course, learn to draw; that every pupil looking towards a vocation should receive that art training which will best fit him for his career; that every student should possess that increased keenness of vision and that added power of discrimi-

nation which come with technical art training of eye, of hand, and of brain. I mean more than all this. The most precious half of education is that which shall put our youth in possession of the great heritage of the past. Among the records of bygone ages the most valuable, stimulating, and truly educational are the mighty monuments of the art of the men who have lived before us. Familiar acquaintance with the most important of these should be the inalienable right of every child in American schools. It is my belief that no teacher of any subject taught in our schools is capable of doing his best work for his pupils unless he himself possess such knowledge and culture as will enable him to serve as a guide in the appreciation and understanding of the works of art which most splendidly set forth the creative genius of our race. No school or system of schools should meet with the approval of any superintendent if it does not send out teachers who have both knowledge and appreciation of art. For I believe in the universality of art, that art is universal and universally necessary.

Each year, when I, as President, have addressed you, I have stressed the importance of the work which this association has to do—not that there are honors that we should claim by virtue of the fact that we represent institutions of higher learning; but that there is a great, unselfish and devoted service that we as disciples of art, should strive to render in the great cause of universal education as well as in the various institutions at which we are employed.

But now in this tremendous period of reconstruction after the Great War we are confronted with a task the magnitude of which we did not dream of one short year ago. If America is to succeed in the commercial struggle that is already upon us, she will succeed by virtue of the sound development of American artists and American art in the next decade. Here is a great problem that the College Art Association of America should help to solve.

But how shall we reach the eye and the ear and penetrate the understanding of those in authority, of

Trustees, Presidents, and Faculties? How shall we influence students and laymen? How shall we persuade them all to accept this fundamental truth, that in the entire range of the curriculum there exists no other subject so universal in its interest, so absolutely necessary for a rounded education, so entirely practical in its application to the daily life of all men, as is this subject of art?

We have been meeting once a year. We have read to our colleagues excellent papers. We have printed these papers in our bulletins and we have sent these bulletins to our members. We have placed them in some of the libraries of the land, where for the most part they repose in dignified seclusion. Our meetings have been of much interest and value to those who attend. But how far have we gone in the way of reaching the great outside world? Not very far, I fear. The one great, crying, insistent need of this association to-day is an adequate means and method of carrying on our propaganda, of teaching our members, of influencing educators, of convincing the multitude. This propaganda cannot be made effective by a bulletin issued once a year, even though it contains notable papers on important questions.

We must have a periodical of our own, issued at first quarterly, ably edited, with trenchant articles by strong men, with departments of news and notes on all questions of interest in art education. No existing magazine is or can become what our cause needs. No existing periodical will or can do the work that is incumbent on us to perform. Our own editors must decide what we will publish and this organization alone must dictate the policy of our publication.

Ah! but you say, the MONEY!

Since we began the publication of a bulletin worthy of this association there has been a steadily increasing demand for this bulletin. Under the able management of our efficient secretary our work has, during the past year, gone steadily forward. We are but in the beginning of that which may be accomplished in

the way of securing subscriptions and adding to membership.

Last year we provided for a new class of members at \$10.00 a year. At present we have some sustaining members. We can have more for the asking. We cannot now, of course, pay salaries to editors, writers, or workers. But this does not disturb me. For during the past five years your President has for weeks at a time given from one fourth to one half of his entire time to carrying on the work of this association.

We have in our membership strong executives, experienced publishers, capable editors, and attractive writers. We have now reached that stage in our development when we can support a periodical.

I therefore recommend that the Association at this meeting instruct the President and Board of Directors to take the necessary steps to publish the Bulletin as a quarterly during the coming year, with the purpose of issuing it as a monthly as soon as practicable.